

Substitute for Form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>			Complete if Known		
			Application Number	10/728,663	
			Filing Date	December 4, 2003	
			First Named Inventor:	Sean Patrick Nolan	
			Art Unit	3627	
			Examiner Name	Haider, Fawaad	
Sheet	1	of	1	Attorney Docket Number	4444.P008

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)				
/FH/		US-	2003/0033292	02/13/2003	Meisel et al	
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		Country Code ³	Number ⁴ Kind Code ⁵ (if known)				

Examiner Signature	/Fawaad Haider/	Date Considered	03/15/2010
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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T ²
/FH/		SCEATS, Mark, "Keyword Research – Picking The Right Keywords," http://www.viz.co.nz/search-engine-keywords.htm , 10/6/2003	
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		SCEVAK, Niki, "How The Search Engine Built Trust With Advertisers," http://www.searchutilities.com/news/archive/30/1326.html , 1/7/2002	
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/FH/		"Coremetrics Unveils Marketing Management Center to Automatically Detect Measure and Compare Performance of All Online Marketing Programs," http://www.coremetrics.com/news/media/pr02_11_18_management.html , 10/6/2003	

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